



Odaseva - Addendum to Privacy Policy

List of Third-party Providers

Last updated: 20 October 2021

We employ service providers to perform tasks on our behalf and to assist us in providing the Site and Service. For more information, please contact us at data-privacy@odaseva.com

This section describes to whom we disclose Personal Data, and for what purposes:

Google Ads

We use Google Ads to do Search Engine Advertisement in order to appear on certain search results keywords. Please see [Data Processing Terms](#) for more information

Google Analytics

We use Google Analytics, an analytics service, along with our own Service, to help us analyze the traffic on our Site. For more information on Google Analytics' processing of Personal Data, please see "How Google uses data when you use our partners' sites or apps."

Gong

Gong joins external meetings automatically to record and transcribe the conversation. Sales personnel use Gong as an onboarding tool by listening to strong qualification calls and continue to use Gong as a tool for best practices and note keeping. Gong is also integrated with Salesforce and Gmail to capture all interactions with a prospect (emails, meeting recordings) across the sales cycle within the platform.

Groove

Groove is a Gmail to Salesforce integration sales productivity tool allowing reps to log and track activity, schedule calls quickly, set up automated email prospecting flows, and direct dial from anywhere. It pulls personal contact information stored in Salesforce or Gmail to leverage automated sales outreach functionalities.

Hubspot

We use Hubspot as a main marketing platform. Hubspot is managing our lead flow & marketing campaigns (email, landing pages, forms, etc).

Linkedin Campaign Manager

We use LinkedIn Campaign manager to promote our content on LinkedIn to specific audiences. Please see [LinkedIn Data Processing Agreement](#) for more information

Qualified.com

Qualified.com is a conversational marketing tool that allows us to talk to our website visitors and help identify them with a reverse IP solution. Please see [Qualified.com Data Processing Agreement](#) for more information

Salesforce

We use Salesforce as our main CRM for the purpose of managing our sales process and marketing campaigns.

Zoominfo

ZoomInfo is a powerful business database providing detailed information about companies, businesses, and individuals. Odaseva uses Zoominfo for Salesforce data enrichment and outbound prospecting.